

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	UNIVERSITATEA BABEȘ-BOLYAI
1.2 Faculty	FACULTATEA DE ȘTIINȚE POLITICE, ADMINISTRATIVE ȘI ALE COMUNICĂRII
1.3 Department	DEPARTAMENTUL DE JURNALISM
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	Media Communication / Digital Media and Game Studies

2. Information about the discipline

2.1 Discipline title	VISUAL STORYTELLING / NARAȚIUNEA VIZUALĂ						
2.2 Course lecturer	PhD lecturer CONSTANTIN TROFIN						
2.3 Seminar assistant	PhD lecturer CONSTANTIN TROFIN						
2.4 Year of study	I	2.5 Semester	II	2.6. Evaluation type	E	2.7 Discipline type	OBL

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: course	2	seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: course	28	seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					24
Supplementary documentation in the library, on electronic platforms and in the field:					48
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					30
Tutorials					4
Examinations					2
Other activities:					
3.7 Total hours of individual study	108				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

4. Prerequisites (where applicable)

4.1 based on the curriculum	●
4.2 based on competences	●

5. Conditions (where applicable)

5.1 for the course	●
5.2 for the seminar/laboratory	●

6. Accumulated specific competencies

Professional competencies	<p>C5.1 Identificarea și utilizarea elementelor specifice de deontologie și de responsabilitate socială a jurnalistului</p> <p>C1.1 Definirea principalelor concepte specifice domeniului vizual, utilizarea lor și a terminologiei de specialitate în situații multiple</p> <p>C1.2 Explicarea conceptuală a situațiilor de comunicare și a problemelor de specialitate din domeniul televiziunii</p> <p>C6.1 Aplicarea conceptelor de bază pentru producția unei emisiuni conform normelor profesionale</p>
Transversal competencies	<p>CT1 Rezolvarea în mod realist - cu argumentare atât teoretică, cât și practică - a unor situații profesionale uzuale, în vederea soluționării eficiente și deontologice a acestora</p> <p>CT2 Aplicarea tehnicilor de muncă eficientă în echipa multidisciplinară cu îndeplinirea anumitor sarcini pe paliere ierarhice</p> <p>CT3 Autoevaluarea nevoii de formare profesională în scopul inserției și a adaptării la cerințele pieței muncii</p>

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<p>The purpose of the present course is to establish a theoretical and practical foundation for the future visual journalist. It is intended to provide students with knowledge and practical skills that would enable them to be efficient in reporting visual stories.</p> <p>The present course also stresses the particularities that make visual communication unique as a medium of maximum impact and immediate reaction.</p>
7.2 Specific objectives	<p>Establishing basic skills that would allow the students to successfully begin a career as a visual journalist, getting them acquainted to the specific language and visual production techniques.</p> <p>Ability to make use of video technology, ability to identify, develop and produce stories, ability to work in a team, getting the specific reflexes of the visual journalist.</p> <p>Presenting the theoretical concepts of visual journalism; Simulating real situations and their solutions, insisting on debating each particular case; Viewing specific videos.</p> <p>Producing an actual video story.</p>

8. Contents

8.1 Course	Teaching methods	Observations
1. Elements of Visual Grammar	Oral presentations, videos and practical examples	
2. Telling the Visual Story	Oral presentations, videos and practical	

	examples	
3. Shooting sequences	Oral presentations, videos and practical examples	
4. Sound helps tell the story	Oral presentations, videos and practical examples	
5. Write FROM the Visuals	Oral presentations, videos and practical examples	
6. Field Techniques for Shooting Visual Stories	Oral presentations, videos and practical examples	
7, Storytelling and Planning	Oral presentations, videos and practical examples	
8. Working with People	Oral presentations, videos and practical examples	
9. Interviewing Techniques	Oral presentations, videos and practical examples	
10.Video Editing	Oral presentations, videos and practical examples	
11. Reveal Meaning Through Composition	Oral presentations, videos and practical examples	
12Setting the Final Rules of Visual Storytelling	Oral presentations, videos and practical examples	
13. Credibility and Moral Guidelines	Oral presentations, videos and practical examples	
14 Preliminary screening of students' work, comments and feedback.	Oral presentations, videos and practical examples	

Bibliography

1. Abrudan Elena (coord.), *Perspective asupra producției media*, UBB , Cluj Napoca, Accent 2007

2. Bignell, Jonathan, Orlebar Jeremy, *Manual practic de televiziune*, Polirom, Iasi, 2009

3. Christie Rona, Orchard Tim and Wells Adrian, *A Survivor's Guide to Graphics*, BBC News and Current Affairs London 2002

4. Coman Mihai, *Manual de jurnalism*, Iași, Polirom, 2009

5. Druga Ovidiu, dr. Murgu Horea, *Elemente de gramatica a limbajului audiovizual*, Editura Fundatiei Pro, Bucuresti, 2002

6. Hilliard, Robert L., *Redactarea materialelor pentru televiziune, radio si noile media*, Iasi, Polirom, 2012

7. Kroeber Karl, *Make Believe in Film and Fiction - Visual vs. Verbal Storytelling*, New York, Palgrave McMillan, 2006

8. Petringenaru Claudiu, *Manual de initiere in imagine video*, Deva, Global Media Image, 1999

9. Popescu, Cristian Florin, *Manual de jurnalism*, București, Tritonic, 2003-2004

10. Rosenblum Michael, *Videojournalism - Theory and Application*, Washington DC, 1998

11. Shook Frederick, *Television Field Production and Reporting*,

11. Thomson Roy, Christopher J. Bowen, *Grammar of the Shot*, New York, Focal Press, 2009

12. Thomson Roy, Christopher J. Bowen, *Grammar of the Edit*, New York, Focal Press, 2009

13. Yorke Ivor, *Basic TV Reporting*, Focal Press, 1997

8.2 Seminar / laboratory	Teaching methods	Observations
1. Understanding the story. Deciding on the approach. Planning	Oral presentations, videos and practical examples	
2. The equipment, its capabilities and limitations	Oral presentations, videos and practical examples	
3. Shooting sequences	Oral presentations, videos and practical examples	
4. Sound and the proper way of capturing it according to the story	Oral presentations, videos and practical examples	
5. Field Techniques for Shooting Visual Stories	Oral presentations, videos and practical examples	
6. Interviewing Techniques	Oral presentations, videos and practical examples	
7, Video Editing. The final story	Oral presentations, videos and practical examples	

Bibliography

1. Abrudan Elena (coord.), *Perspective asupra producției media*, UBB, Cluj Napoca, Accent 2007

2. Bignell, Jonathan, Orlebar Jeremy, *Manual practic de televiziune*, Polirom, Iasi, 2009

3. Christie Rona, Orchard Tim and Wells Adrian, *A Survivor's Guide to Graphics*, BBC News and Current Affairs London 2002

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12. Thomson Roy, Christopher J. Bowen, *Grammar of the Edit*, New York, Focal Press, 2009

13. Yorke Ivor, *Basic TV Reporting*, Focal Press, 1997

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program’s corresponding field

- The present discipline provides the student with the knowledge and technical skills required by the entry level position as a reporter in visual media (TV or internet) . It also gives them the upper hand in a direct competition with graduates of other journalism or television schools.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Ability to identify a story Ability to synthesize Ability to build up a visual story Correct use of visual language Ability to write to pictures Ability to apply basic visual journalism rules concerning video, audio and editing	Producing an actual visual story	100%
10.5 Seminar/laboratory			
10.6 Minimum performance standard			
Building a visual story project applying theoretical knowledge and practical skills as well as moral and ethical principles.			

Date

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Course lecturer signature

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Seminar assistant signature

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Date of approval in the Department

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Head of department’s signature

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